

# outsid@info

Providing news and analysis on the Australian outdoor media industry

## Alcohol advertising to be limited near schools

Members of the OMA will be required to limit alcohol advertising near schools from March next year under new policy guidelines aimed at ensuring responsible advertising of alcohol products on outdoor media.

This will give members time to review their own inventory management systems and implement processes for meeting requirements within their own organisations.

Creative copy will need also to have been pre-vetted under the *Alcohol Beverages Advertising Code (ABAC)*, a move that has been actively encouraged by the alcohol beverages industry to across all media.

Under the new guidelines members will be required to:

- Limit the advertising of alcohol products within a 150 metre sight line of all primary and secondary schools;

- Request that creative content for alcohol advertising be first approved through ABAC's Pre-vetting scheme; and
- Continue to adhere to the decisions of the *Advertising Standards Board* and *ABAC Adjudication Panel* with regards to any complaints heard against alcohol advertising on outdoor media.

OMA CEO Helen Willoughby said the measures would assist in minimising any adverse impacts of alcohol advertising on young people.

"Some of our members already have systems for blocking the advertising of alcohol products near schools," Ms Willoughby said. "This policy calls for an industry-wide approach."

The policy will not apply to schools in the immediate vicinity of a pub, club or bottle shop where alcohol advertising or messages are already on display.

## Young planners compete for next \$15,000 scholarship

Final applications are rolling in for the OMA's second Young Planners' Scholarship.

The \$15,000 scholarship involves a partnership with the Planning Institute of Australia (PIA) where young planners are asked to tackle a planning issue specific to outdoor media within an international context.

Judging for this year's scholarship takes place on Friday, 3 October 2008. The judging panel involves senior members of the OMA and PIA, as well as two independent Planning academics.

A weighted selection criteria has been developed to assess the applications, looking at both the content and methodology of the proposed area of research.

Last year's recipient, Rachael Attwood, visited a number of overseas destinations to assess the integration of digital signage into major cities such as Manhattan, London and Kumatori.

Rachael is expected to present her findings at next year's PIA conference in Darwin. She is also incorporating her research as part of her own further studies.

## Out there



Mount Franklin gets cheeky supporting the National Breast Cancer Foundation.

## Volunteering Opportunities



The Homeless World Cup is seeking volunteers to help out during the event in Melbourne.

The tournament kicks off on 1 December 2008 and includes more than 400 street football matches on custom built pitches.

To register your interest please visit the following website:  
<http://www.homelessworldcup.org/content/volunteer-in-melbourne>

# State round up

## NATIONAL

### *Establishment of Environment Sub-Committee*

The OMA Board has approved the establishment of an environment sub-committee to assist the OMA in directing and implementing certain environmental initiatives such as the recycling program on behalf of members. It is expected that the first committee meeting will be held mid-October, with the recycling program being the first action item on the agenda.

### *Members-only section of OMA website*

The OMA will be revamping the members-only regulatory affairs section of its website. All submissions made by the OMA on behalf of its members will be posted in this section, along with OMA policies and positions on specific regulatory issues that members can download. This section of the website can only be accessed using a password, so if you have misplaced your login details or have not received a password please contact Candice Scott on (02) 8356 9000 or [candice.scott@oma.org.au](mailto:candice.scott@oma.org.au) to arrange access.

### *Young Planners Scholarship*

Applications for the Young Planners Scholarship close on 1 October. A panel consisting of representatives from the OMA, Planning Institute of Australia and university planning academics will meet in early October to assess these applications.

## NSW

### *New Minister for Planning*

The Hon. Kristina Keneally is the new Minister for Planning following the recent Ministerial reshuffle.

### *SEPP 64 review*

Due to the recent Ministerial reshuffle, it is uncertain as to when the review of SEPP 64 will commence. The OMA will follow up with the Department of Planning to see if they have any revised timeframes for the review.

## QLD

### *Department of Main Roads' Guide to the Management of Roadside Advertising*

The OMA will be meeting with representatives from the DMR in a workshop on 14 October to renegotiate a common position on restriction distances for outdoor advertising on freeways and motorways.

### *Local council amalgamations*

The OMA has written to the Director-General of the Department of Infrastructure and Planning requesting a meeting to discuss the recent local government reform and the implications council amalgamations will have on the revision of planning schemes for outdoor advertising.

## VIC

### *Review of signage legislation*

The Advisory Committee's recommendations from the review of the Victorian Planning Provisions for advertising and signage have now been released. The report can be downloaded from the Department of Planning's website [www.dse.vic.gov.au](http://www.dse.vic.gov.au). The OMA is generally pleased with the recommendations which are largely in favour of the outdoor media industry. Thanks again to all who contributed to the review by providing submissions and attending the stakeholder workshops.

Signage permits for major promotional signs that were due to expire in September have now been extended until 31 December. All applications for renewal of these permits must be submitted by this date. There is still uncertainty around the future of existing major promotional signs in mixed use zones (combined residential and business zones). The OMA is currently investigating options for renewing the permits of these signs with the Department of Planning.

### *Vegetation management strategy for large format signs*

The OMA met with VicRoads Metropolitan North West Region on 10 September to discuss the proposed vegetation management strategy for large format signs in that region. VicRoads has agreed to conduct the trial of this strategy on 4-5 sites in the region that are currently affected by overgrown vegetation. The trial is expected to commence in November for a four month period.

### *Progressive Business Forum*

Just a reminder that the OMA will be attending the Progressive Business Forum on 10 October in Melbourne. The OMA will be meeting with the Hon. Lynne Kosky, Minister for Public Transport, the Hon. Justin Madden, Minister for Planning, the Hon. Tim Pallas, Minister for Roads and the Hon. Gavin Jennings, Minister for Environment and Climate change. If there are any issues members would like the OMA to raise at this forum, please contact Carolyn Samsa, Senior Policy Adviser on 02 8356 9000 or [carolyn.samsa@oma.org.au](mailto:carolyn.samsa@oma.org.au).

## Farewell Anthony

It is with great sadness that the OMA team says goodbye to Adshel Marketing Director Anthony Xydys.

Anthony has been a enormous support to all our staff, having been a member of the MOVE Technical Committee since its first meeting in mid-2005, as well as an early member of the Marketing Committee.

We wish him safe travelling, success and happiness in his future endeavours.



## Walk to work

The OMA are proud supporters of the 2008 'Walk to Work Day'.

The national event promotes regular walking as part of a healthy lifestyle and aims to reduce reliance on private motor vehicles.

As part of the deal OMA staffers will be walking to work (or at least part of the way) on Friday 3 October.

You too can register your organisation for 'Walk to Work Day' on the following website. [www.walk.com.au](http://www.walk.com.au)

## Useful Links

### **The Advertising Federation of Australia**

<http://www.afa.org.au/>

### **Media Federation of Australia**

[http://www.mediafederation.org.au/mf\\_a.aspx](http://www.mediafederation.org.au/mf_a.aspx)

### **Australian Direct Marketing Association**

<http://www.adma.com.au/asp/index.asp>

### **Australian Association of National Advertisers**

<http://www.aana.com.au/>

### **Advertising Standards Bureau**

[www.adstandards.com.au](http://www.adstandards.com.au)

## Committees

**Marketing Committee Meeting**  
13 October 2008

**Regulatory Affairs Committee Meeting:**  
14 November 2008

**Occupational Health and Safety Meeting:**  
3 November 2008

**OMA & MOVE Board meetings:**  
18 November 2008